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Message Text

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64
ACTION COME-00

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RSC-01 AGR-20 STR-08 DRC-01 /077 W
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TO SECSTATE WASHDC 1735
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E.O. 11652 N/A
TAGS: BEXP, CA
SUBJ: BID PROPOSALS FOR CANADIAN MARKET SURVEY FOOD PROCESSING
AND PACKAGING EQUIPMENT. FOUR PROPOSALS SUBMITTED.

1. STEVENSON AND KELLOGG LTD.

A. SURVEY COST

CANADA ONLY	C DLS. 7,050	CANADIAN
CANADA AND UK	12,000	CANADIAN
CANADA, US AND BRAZIL	16NPPP	CANADIAN
CANADA, US, BRAZIL AND VENEZUELA	19,050	CANADIAN

NO US DLS. QUOTE MENTIONED IN BID.

B. PERSONAL INTERVIEWS

12-22 PERSONAL INTERVIEWS AND 18 TELEPHONE INTERVIEWS IN
THE UNITED STATES AND CANADA.
U.S. FPP MANUFACTURERS.
U.S. TRADE ASSOCIATIONS AND TRADE PUBLICATIONS EDITORS
FPP IMPORTERS
FPP VENDORS AND SALES AGENTS
PRIVATE AND PUBLIC BANKS
GOVERNMENT AGENCIES, ESPECIALLY AGRICULTURE DEPARTMENTS
TRADE ASSOCIATIONS OF USERS
TRADE PUBLICATIONS AND STATISTICAL AGENCIES
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CUSTOMS AUTHORITIES

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AMERICAN CHAMBERS OF COMMERCE
FIVE MOST IMPORTANT END-USE SECTORS

C. PREVIOUS SURVEYS

FEASIBILITY STUDY OF DEHYDRATED POTATOES-DEPARTMENT OF INDUSTRY AND NATURAL RESOURCES, PRINCE EDWARD ISLAND.
STUDY OF THE RATIONALIZATION OF INDUSTRIAL MILK PROCESSES-CANADIAN DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE.
CONSOLIDATING THE PRODUCTION OF INSTANTIZED SKIM MILK POWDER-THE BORDEN CO., LTD.

2. MARKET FACTS OF CANADA, LTD.

A. SURVEY COST

C DLS.6,000 AND 10PER. FOR CONTINGENCIES. IF DOC REQUIRED TRAVEL TO EAST OR WEST COST FOR FURTHER INTERVIEWING IF THE CANADIAN FISHING INDUSTRIES AN ADDITIONAL 750 DLS. WOULD BE REQUIRED. NO US DLS. QUOTE MENTIONED IN BID.

B. PERSONAL INTERVIEWS

CANADIAN FPP EQUIPMENT MANUFACTURERS	2
FPP EQUIPMENT AGENTS AND REPRESENTATIVES	3
END-USERS	17
TRADE ASSOCIATION	4
TRADE PUBLICATIONS	2
STATISTICS CANADA	1
DEPARTMENT OF INDUSTRY	1
	30

C. PRIVIOUS STUDIES
FPP STUDY U.S. DOC 1970.
OTHER STUDIES CONFIDENTIAL.

3. SOUTHAM MARKETING RESEARCH SERVICES.N

A. SURVEY COST
C DLS. 6,400 OR US DLS. 6,583.
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B. PERSONAL INTERVIEWS.

DOMESTIC MANUFACTURERS OF MACHINERY	10
DOMESTIC MANUFACTURERS OF MATERIALS	7
IMPORTERS/DISTRIBUTORS OF MACHINERY	20
IMPORTERS OF MATERIALS	5
PACKAGING CONSULTANTS AND DESIGNERS	5
END-USERS (5 MOST IMPORTANT SECTORS)	20

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C. PREVIOUS SURVEYS.

SOUTHAM SAYS THEY CONDUCTED A NUMBER OF SURVEYS IN FPP IN THE PAST TWO YEARS. THE WORK THEY DO IS CONSIDERED PROPRIETARY BETWEEN THEIR CLIENTS AND THEMSELVES.

4. INTERNATIONAL SURVEYS LTD.

A. SURVEY COST.
C DLS 6,700-US DLS. 6,900.

B. PERSONAL INTERVIEWS.

50 PERSONAL INTERVIEWS AND 50 TELEPHONE INTERVIEWS WITH FPP EQUIPMENT USERS, SALES REPRESENTATIVES, GOVERNMENT OFFICIALS AND OTHERS IN THE INDUSTRY.

C. PREVIOUS SURVEYS.

1971 MICRAGRAPHICS STUDY FOR U.S. DOC.
NO PREVIOUS STUDIES CITED IN BID PROPSAL.

5. POST RECOMMENDS CANADIAN CO TRACT BE AWARDED TO STEVENSON-KELLOGG, LTD. THE FIRM S METHODOLOGY, AS OUTLINED IN THE BID, DIFFERS SOMEWHAT FROM THE MEHTHODOLOGIES PROPOSED IN THE OTHER PACKAGES, BUT WE FEEL THAT BOTH THE LETTER AND THE SPIRIT OF DOC S GUIDELINES ARE MET. IN CANADA, WE BELIEVE THAT TELEPHONE INTERVIEWS ARE A LEGITIMATE SUBSTITUTE FOR A PORTION OF THE REQUIRED PERSONALINTERVIEWS, AND WITH THIS BELIEF ARE WILLING TO ACCEPT THE PROPESED NUMBER OF INTERVIEWS IN THE STEVENSON-KELLOGG BID AS MEETING OUR SPECIFICATIONS.
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STEVENSON-KELLOGG HAS ASSURED THE CONSULATE THAT ALL INTERVIEWS, TELEPHONE AND PERSONAL WILL BE CONDUCTED BY PROFESSIONAL PERSONNEL WORKING ON THE COMPLETE SURVEY RATHER THAN PROFESSIONAL INTERVIEWERS. THE FIRM HAS AN EXCELLENT REPUTATION WITH BUSINESS AND INDUSTRY HERE AND IT IS OUR OPINION THAT BRIAN SWITZER S (PROJECT SUPERVISOR) KNOWLEDGE OF DOC PROGRAMS AND HIS PROFESSIONAL CAPABILITY WILL RESULT IN AN EFFORT THAT WILL NOT BE EQUALED BY THE OTHER BIDDERS. HAVING DR. STOKES COORDINATING DIRECTLY WITH USDOC WASHINGTON WILL BE ADVANTAGEOUS IN OBTAINING A SURVEY CONFORMING TO DOC S SPECIFICATIONS.
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